



YALE BROADCASTING COMPANY
INCORPORATED

BOX 242-A, YALE STATION
NEW HAVEN, CONNECTICUT
TELEPHONE UNIVERSITY 5-6400

To the General Board:

Herewith are the minutes of the Ivy Convention, some of the printed information that WKCR gave us, and my remarks on the Convention as a whole and on some singular items that were discussed.

First, there are some items that were put in the wrong section of the minutes, so bear with them.

The men at the Network office, and the heads of the individual stations, are all very capable men. College radio, and in particular, IVY, was never in a better position to move forward and to produce truly valuable results. Tom Lee has indicated the need to do a great deal of promotion, and to offer more than air time to the sponsors so that we can justify our increased rates. I feel we can.

The major item was WKCR. Many members were surprised that we voted associate membership to them after all of the bad comment we had heard. The poor comment was largely true. As a business venture, they offer us nothing but trouble at the present.

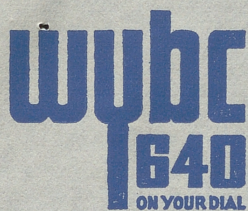
Tom Lee can sell national advertising for them, but that will be independent of the Network. They can not use the Ivy call; the Ivy rate card; vote at meetings of the Network; or any other of the privileges of members.

Their value to us lies only in the future, and depends upon fulfilling these conditions in my opinion: Incorporate themselves apart from the University; increase their local sales effort (the figure given in their budget is well above real expectations); do some sort of reorganization of their members who presently do no more than pay \$1.00 per semester, so that they have a tighter group that can then do better work (perhaps an inner group of 30 or 40 active and capable men); improve both their announcing and engineering standards a great deal; build up their AM carrier current programming so that they can accept commercial commitments with integrity; and improve their physical plant (they should be in a very luxuriant new location in the fall of 1959 which would more than satisfy this point).

During their two year trial period, a lot can be done. In my mind, if it is not done, they should not be accepted. Everyone of the items that I have listed above must be considered essential. During the two years, their case will be reviewed each biannual meeting, and they will get continuous advice and coaching.

The office of President of the network was on a rotational basis (the convention still is on this system), but several of us felt that we were missing the chance to get the best man. The change was accepted, but Penn (they were next on the rotation plan) feels that it is a nasty political maneuver, and is apt to make a certain amount of caustic comment on it in the future. I would ignore it myself, largely because they are wrong in their assumption and because they will probably never produce a winning candidate. Also, they are not active enough in the network to do a good job.

MEMBER OF THE IVY NETWORK



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Money owed by stations to the network office will be deducted from checks which are to be sent to the stations. This is to guarantee payment of bills to Ivy, and will not hurt the stations.

The Rate Committee meeting that is planned for next fall may have a large scale effect upon the amount that we will get from Ivy next year. Any decision must be unanimous. This will mean that a good deal of statistical information will be required in order to come to realistic conclusions.

In conclusion, many good ideas were passed back and forth, and many friends were made. These are both important, but in the words of Gene Kay of Brown, "Let's make nothing but money from here on in." One other remark that is worth making is to the effect that we were very proud to represent WYBC, especially as we were head and shoulders above most of the stations, and equalled by none.

Charles D. Ellis
Chairman

See enclosures.

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OLD STAFFORD

FROM

PROCEEDINGS

1845